

IPM Place Symposium – Book of Abstracts

09:45 – 10:45 Morning Parallel Sessions

<p>PLACE EXPERIENCE, G.36</p> <p>Chair: Dr Chloe Steadman</p>	<p>HEALTH IN PLACE, G.33</p> <p>Chair: Prof Steve Millington</p>
<p><u>Gemma Ranford</u></p> <p>Laughter on the High Street: How Rik Mayall-inspired Art Helped Take a Volunteer-Led Festival from Strength to Strength</p> <p>This presentation shares how an art installation in Droitwich Spa evolved into a series of creative initiatives across the high street. It offers a practical example that demonstrates the power of imaginative place-making and partnership-working to improve experience on the high street.</p> <p><u>Natalie Raben</u></p> <p>Investigating Triggers and Barriers to Intergenerational Interactions in Public Spaces</p> <p>Ageing urban populations are reshaping how public spaces are being used. Drawing on ethnographic observations across three Barcelona sites, this ongoing PhD research examines triggers or barriers to intergenerational interactions. Early findings suggest that inclusive public life depends not just on design, but also on governance, behaviour and social rhythms.</p>	<p><u>Prof Stefan White</u></p> <p>Location and Equity in Ageing Positively: The Greater Manchester Ageing in Place Pathfinder</p> <p>This talk will share findings from the Greater Manchester Ageing in Place Pathfinder constructive research project which examined the implementation challenges of whole system place-based public health and planning programmes to generate guidance for the Later Life dimensions of the GM Live Well Flagship Mayoral community-led public health programme.</p> <p><u>Nadia Broccardo & Don Campbell</u></p> <p>A Healthy Placemaking Approach for London Bridge</p> <p>Team London Bridge’s Healthy Placemaking approach sits directly within the growing national conversation about the future of place and the evolving role of Business Improvement Districts (BIDs). They are testing what health-led placemaking looks like in real time within one of London’s busiest and most complex urban environments.</p>

<p>Dr Louise Platt Processions and Parades in the Northwest: A Shared Vision for Care This presentation will report back on co-created work with voluntary and professional procession groups where they reflected on the value of community processions as place experiences and heritage at risk. In discussion, we explored what sustains these traditions and what matters most to protect them for future generations. The eventual aim will be to create a shared 'manifesto of care' to guide future research and practice. The project is in collaboration with the Centre for Processional Cultures CIC.</p>	<p>Dr John Pearson Places for the Prevention of Future Deaths: The Use of Digital Twinning to Address Urban Air Pollution Despite the first recorded UK death linked to air pollution in February 2013, around 43,000 premature deaths occur annually, with 8,500 Manchester children hospitalised for respiratory care. Air pollution is localised, variable, and cumulatively harmful. This session explores digital twinning to integrate clean air considerations into urban design from the outset.</p>
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13:00 – 14:00 Afternoon Parallel Sessions

<p>HIGH STREETS, G.36 Chair: Dr Lucy Montague</p>	<p>CULTURE AND PLACE, G.33 Chair: Dr Jenny Kanellopoulou</p>
<p>Prof Kim Cassidy Placing Community, Innovation and Culture at the Heart of Town Centre Regeneration This talk examines community, innovation, and culture in town centre regeneration. Building on the Grimsey Review vision of</p>	<p>Cllr Hannah Robinson-Smith From Grassroots Grit to Media City Metropolis: How Salford’s Cultural Placemaking Puts People at the Centre This presentation will explore how putting people and communities at the centre of cultural placemaking – be that</p>

community hubs, it highlights a shift from retail-led models to mixed-use futures. Drawing on UK and international examples, it explores good practice, customer involvement, and the challenges in delivering successful, vibrant community hubs.

[Wayne Young](#)

From Frontier to Future: Reimagining Wallsend's High Street

This presentation celebrates Wallsend. It shares how an ordinary high street is being reimagined, bringing businesses and community together to celebrate its rich heritage while creating a vibrant, confident place full of ambition for the future.

[Dr Ilze Mertena](#)

High Street Micro and Small Businesses: Place, Networks and Experience

Experience design in UK high street micro and small businesses is shaped by place, local networks and everyday operating conditions. Drawing on qualitative research across multiple locations, this session presents an analytical framework for understanding experience design within resource-constrained, place-based business environments.

taking culture to them, out in neighbourhoods; or be it animating central civic spaces – cultural events and programming are essential tenets of regeneration and activation of the public realm in a modern urban society.

[Giulia Meroni](#)

Narratives and Representations of the 2026 Winter Olympics Legacy on Urban Regeneration in Milan, Italy

This presentation examines the discursive construction of the Milano-Cortina Olympics' legacy in relation to urban regeneration as portrayed in Italian and international news outlets. Drawing on the framework of critical discourse analysis, it will demonstrate how language can frame, both rhetorically and syntactically, the representation, and consequently the perception, of such complex social and cultural phenomena.

[Jean Ball](#)

Fun is not Frivolous

This presentation explores how culture and creativity are essential to people and places. Drawing on experience with major events and festivals, it combines impact data with personal insights to show how celebration, expression and shared experiences strengthen identity, community pride and the social and economic vitality of places.

14:15 – 15:15 Afternoon Parallel Sessions

<p>DEVOLUTION AND PLACE, G.36</p> <p>Chair: Prof Cathy Parker</p>	<p>TOURISM AND PLACE, G.33</p> <p>Chair: Dr Maarja Kaaristo</p>
<p><u>Chris Wade</u> The Evolving Role of Place Management in Neighbourhood Governance This talk will reflect on the fluidity necessary for place management to operate as part of the options for improving place-based governance and decision-making following devolution and local government reorganisation in England. The presentation will draw on a viewpoint article about place and devolution recently published in the Journal of Place Management and Development.</p> <p><u>Sophie Alexander</u> The Value and Impact of Business Improvement Districts Business Improvement Districts are now a key component of place management across the UK. Drawing on recent research and survey findings from British BIDs, this presentation examines their role in supporting high street vitality, supporting partnerships, attracting investment, delivering services, and providing place leadership. As devolution reshapes local governance and decision-making, the presentation will also explore the role BIDs should play in the next generation of place-based policy and delivery.</p>	<p><u>Prof Tim Edensor</u> A Fluid Memorial Site: Whipsnade Tree Cathedral Whipsnade Tree Cathedral in rural Bedfordshire, managed by the National Trust and originally created to commemorate World War One casualties, is a far more fluid memorial site than most traditional monuments. Formed of growing, living and dying trees, it continuously changes. I explore the numerous decisions that are made to deal with tree management, current ecological imperatives and changing aesthetic preferences, processes that especially reveal the human responses to non-human vitality in place management.</p> <p><u>Alison Duckworth</u> What Role Should Tourism Play in the Kind of Place We Are Trying to Become? This presentation explores tourism’s role beyond visitor growth and destination marketing, considering how it can be used more intentionally as a tool for place-making, local identity, economic resilience and long-term place stewardship.</p> <p><u>Ioannis Papageorgiou</u> Tourism and Sustainability Governance in Rhodes: The</p>

Bethan McCaw

How Greater Manchester is Using Devolved Powers to Shape Places

How can devolution support thriving high streets and town centres? I will provide an overview of Greater Manchester's devolved powers and how they are being used to drive place-based regeneration, support local economies, and deliver change at a neighbourhood level, highlighting key opportunities and challenges.

Vicissitudes of the “Holistic Approach”

The history of Rhodes, marked on numerous heritage sites, in combination with insularity that exerts particular pressure, forms a difficult field for sustainability policy development. Nonetheless, two flagship policies, the ‘Framework Agreement for the Management of the Medieval Town’ and the ‘Rhodes Co-Lab Sustainable Destination’ approach sustainability with a different “holistic”, yet incomplete, understanding, raising questions about their purpose.